

ments in our magazine." Dr. Frank C. Todd of Minneapolis called the attention of the publishers to the fact that they were not living up to the claim set forth in their letter, inasmuch as they published the advertisements of such things as "Dent's toothache gum," "Hessler's hair restorer," and the "Morley artificial eardrum," which is claimed to help every case of deafness. We cannot do better than quote Dr. Todd's own letter:

It is hardly necessary for me to point out that by eliminating many quack advertisements and making the claim that you "decline to carry *any* patent medicine or other fraudulent and otherwise objectionable advertisements," you are doing more harm than a magazine containing many such fraudulent advertisements, but making no claim to decency, because many readers will be led to believe that those which you do publish are trustworthy. Such being the case, these fortunate few advertisers should be able to pay well for such consideration. While in your first letter you stated that you declined to carry "any patent medicine or other fraudulent advertisements," in your last you admit your claim to be a myth, but think you should be considered upright because you carry less than some other magazines—on the principle that it is less criminal to steal \$1,000 than to steal \$5,000.

Closely following the action of the two lay journals already mentioned, came the rumor that the United States, through the **THE NOSTRUM AND THE MAIL.** Postoffice Department, was about to do wonders by excluding publications carrying nostrum advertisements, from second-class privileges. There seems to be but little doubt that the Postal Department has full legal right to take such action, if it may; but, knowing the tremendous influence of the nostrum makers, we decided to wait and see just about how much real meat might be found in this particular egg. As we suspected, a microscope will be quite useful to anyone seeking the "meat." If a citizen complains that an advertised medicine is a fraud or its advertising statements are obscene, it will (perhaps) be investigated. If the claim of obscenity or fraud shall be substantiated, publishers will be notified that if they print the "ad." their publications cannot be taken as second-class matter. Thus far the energy of the Postoffice has been devoted to the investigation of tuberculosis and lost manhood "cures." It is extremely doubtful that the alcohol "cures," which contain from 20 to 40 per cent of alcohol, will ever be molested by a lobby-ridden paternal government!

Dr. Hideyo Noguchi, who since leaving this country and his work with Prof. Flexner has been doing research work in Copenhagen, writes to Dr. Weir **SERUM FOR SNAKE VENOM.** Mitchell under date of April 27th, giving an outline of his results.* A goat was immunized against rattlesnake venom by continued injections over a period of several

months. Experiments on guinea-pigs then showed that the serum from this goat would prevent death from *Crotalus* venom even when twelve times the normal lethal dose of venom had been administered to the pig. Three hours after the administration of two killing doses, animals become critically ill, and will die in about thirty minutes if the serum is not employed; the injection of four cc. of the serum ensures the recovery of the animal, and no symptoms are apparent after two days. As a result of his work with Prof. Flexner, and more recently abroad, where he is working under a grant from the Carnegie Institution, he is entirely convinced of the falseness of the claims of Calmette, to the effect that his antivenin, produced as an immunizing serum against the venom of the cobra, is protective against the bite of all venomous serpents. The results of his work are certainly of great interest, and other communications from Dr. Noguchi will be looked for with anticipation of still further advances in our knowledge of the subject under investigation.

A milk supply protected only by a required standard based on chemical analysis, fat percentage, etc., may be not only filthy but also very dangerous. The bacterial content of an average sample is really the only safe indication of the quality of milk; of course assuming that no preservative has been added. That milk and cream containing comparatively small numbers of bacteria can be supplied commercially has already been sufficiently well demonstrated in New York and New Jersey. Time and again it has been shown that the average bacterial content of milk as ordinarily produced and marketed in cities is well over 1,000,000 per cc., often exceeding and generally equalling the bacterial content of sewage. The Boston Board of Health has recently established a bacterial standard and provided for the condemnation of milk or cream found to contain more than 500,000 bacteria per cc. This limit is certainly high enough, and there is grave question as to whether it should not be decreased by 200,000.

A nurse at the Marine Hospital in San Francisco accidentally gave a patient bichlorid of mercury, and the patient died. A **RIGHTEOUS INDIGNATION.** police judge held the nurse in heavy bonds. Subsequently the matter came before Dr. Leland, the Coroner of San Francisco, and he took occasion to pass a few compliments to the police judges for the manner in which they fail to support the law in the case of rich or "influential" citizens, but get industriously after one who is without coin or "influence." These are merely the facts. The San Francisco *Chronicle* in its issue for August 6th, commented editorially on

* Univ. Penna. Medical Bulletin, July-Aug.